



The UCL Institute for Global Prosperity is almost three years old, and our mission - to collectively transform how we understand and achieve prosperous societies - is well underway. The IGP's research is now focused on four key sites: northern Kenya, Lebanon, Ethiopia and East London. We're tackling a diverse range of issues, including inclusive growth in contexts of mass displacement, disease vectors in agriculture, biodiversity, and the creation of opportunities to prosper in global cities.

To address these diverse issues, we need collaboration between disciplines, and between academia, practitioners and communities. We need tools and methodologies which enable us to work together on wicked problems, and to design solutions that are multifaceted and appropriate for the contexts they are created for. (Un)Urban: Designing for the green city embodies all of these ideas in a two-week summer school.

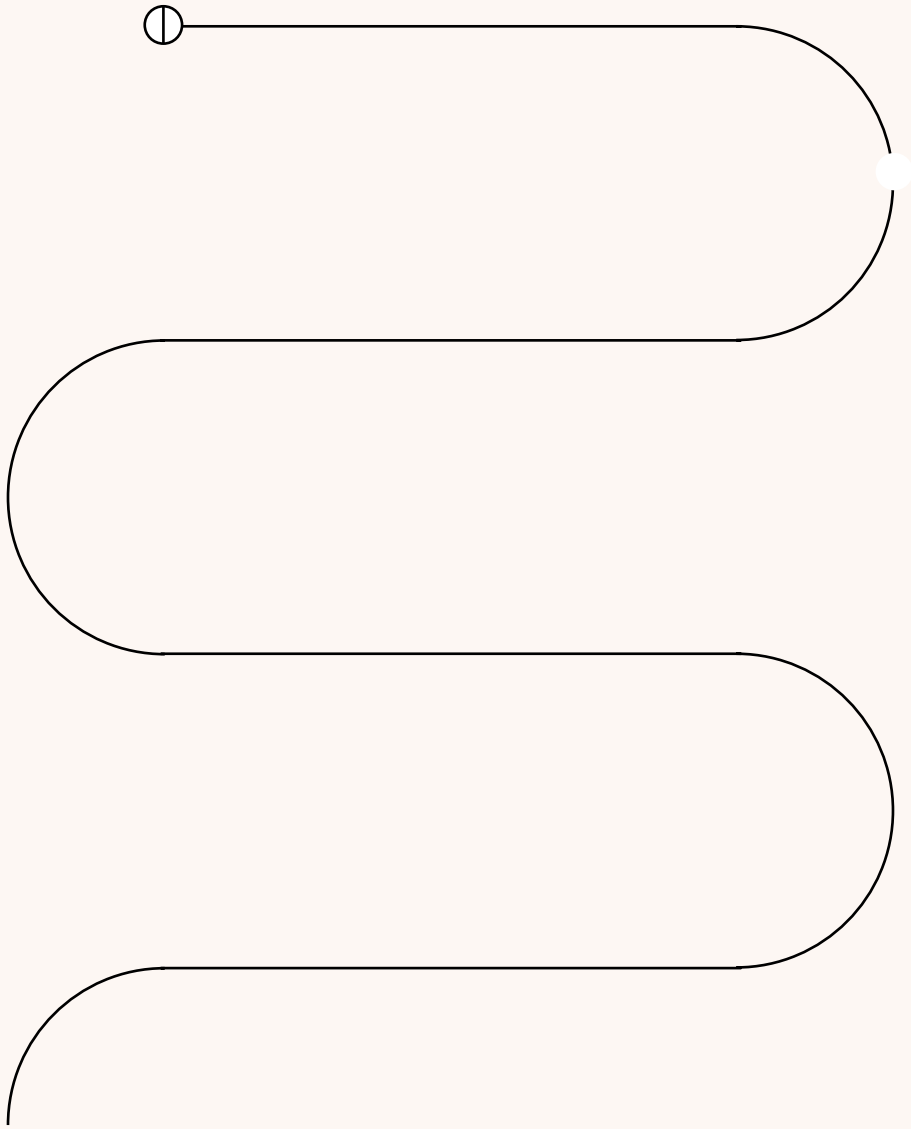
(Un)Urban is an invitation to tackle the grand challenge of achieving human wellbeing in cities. Because cities are complex places, the challenge of human wellbeing intersects with other grand challenges: sustainable cities, intercultural interaction, and health. These challenges cut across the Global North/Global South, urban/rural divide. Though complex, we cannot shirk our responsibility to radically change how we understand and manage our cities for the wellbeing of people, born and yet-to-be born. What we do now will have a massive impact for generations to come.



**Prof Henrietta L. Moore**

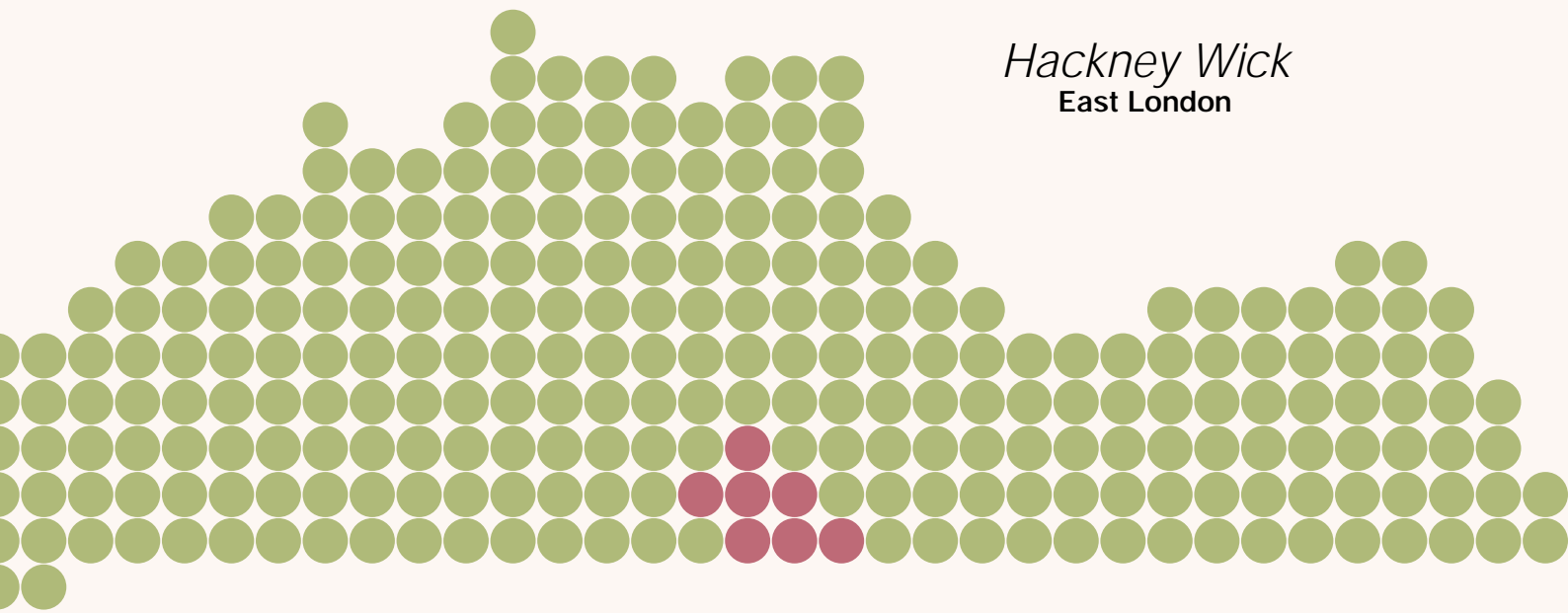
I am delighted to have introduced over 90 of UCL's undergraduate students to the IGP, and to have the opportunity to show UCL undergraduate how IGP works. The students' passion for collaborative work, their openness to different perspectives, and their dedication to their challenge-setters' projects, have translated into a fantastic series of design solutions. I hope that these ideas might be of value to the community-based organisations we work with.

Finally, I would like to say thank you to our partner organisations, who have given up time and resources to work with our students. Our partners not only set challenges, but also met with our students, arranged interviews for them, and helped to shape their design solutions. Their time spent with the (Un)Urban students will have an immeasurable impact during and beyond the programme.

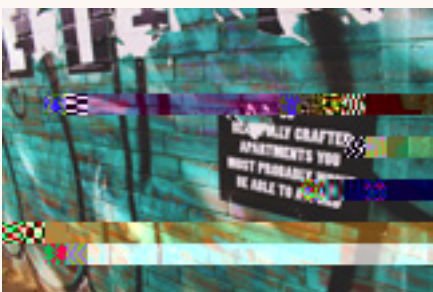
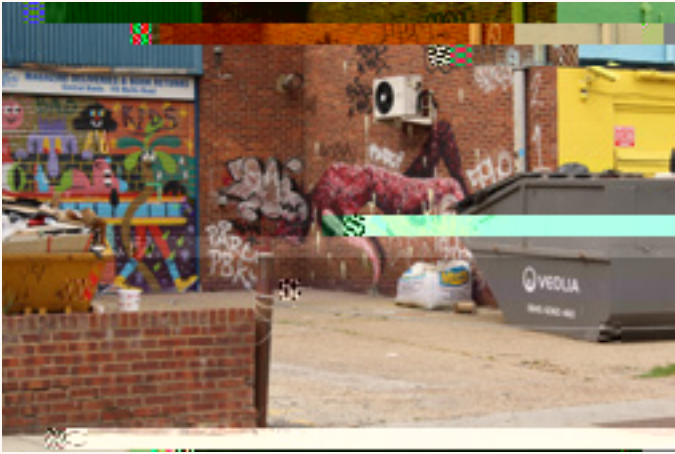




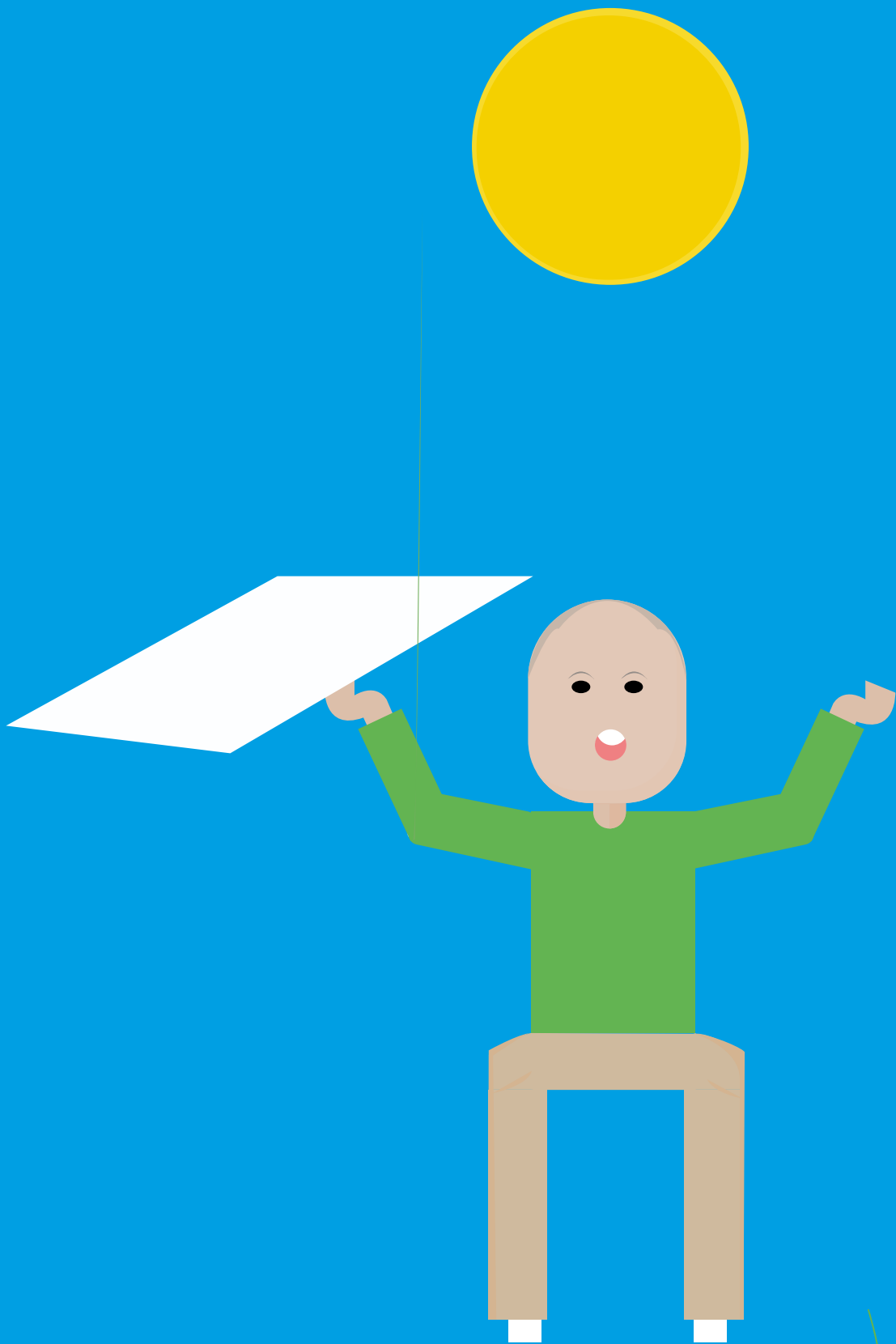
*Hackney Wick*  
East London







Images Credit: Fatima Uddin





*(Un)Urban is an opportunity to critically examine our ideas about*





# GREEN SPACE DESIGN

*The final panel discussion exposed students to the realities of putting theories of sustainable and inclusive urbanism into practice.*

*Chaired by: Safron Woodcraft*

## 1.

**Gary Grant**

*Green Infrastructure Consultancy*

Green roof and ecosystem expert Gary Grant started the panel discussion with a reassuring note: we now have the evidence that green space in

urbanism isn't just about aesthetics, he explained, but about functionality. Gary advocates for an approach to urban design that ends the war on nature and instead, learns from her. Like Michael Pawlyn in

held up biomimicry, which embraces a multifunctional approach to green urban design.

Sending the students on their way into the second week of (Un)Urban, to work on local projects, Gary insisted on the power of little projects. These, when combined together, provide us with mas-

nature, do multiple things at once: projects can be good for the environment, and break down barriers to work; they can mitigate the heat island effect, and prevent isolation among the elderly population.

## 2.

**Robert Biel**

*DPU, University College London*

Robert Biel, lecturer at the Development Planning Unit and allotment owner, demonstrated how green urbanism and social justice have been tied to one another in the past. Social movements which ask 'Land for what?' show that land is a socially contested issue. Robert indicated that alternative ways of ordering society - without a central power or hierarchy - have been experimented with and applied in social and environmental movements. But how to link these local initiatives to large-scale change? Robert suggests us-

decision-makers' opinion..

Urban lecture sessions has turned innovative sustainable urbanism into a full-time business. Richard Ballard is a co-founder of Growing Underground: an urban farm located 30 metres under Clapham in an old air raid shelter. The farm is a brilliant demonstration of Gary Grant's multifunctional urbanism: it produces food for the city, in the city, it is entirely powered by renewable-energy, it re-uses un-used space, is cleaner, quieter and





# HUMAN-CENTRED DESIGN

International innovation agency Mensch took the students through the design cycle, from inspiration, through to ideation, and finally on to implementation. They also introduced the students to the key 'mindsets' of Human-Centred Design. These are guiding principles which a human-centred designer ought to bear in mind during the design process.

## 1.

### Mindsets of Human Centred Design

#### Creative Confidence

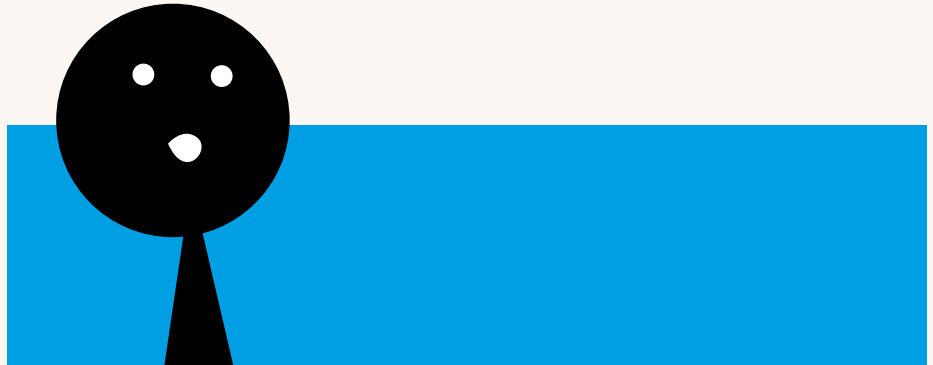
The knowledge that anyone can be a designer

#### Empathy

The capacity to put yourself in the design users' shoes, and understand their needs, fears and hopes

#### Embracing Ambiguity

The willingness to experiment with new ideas



#### Tangibility

Making something that can be played with and tested

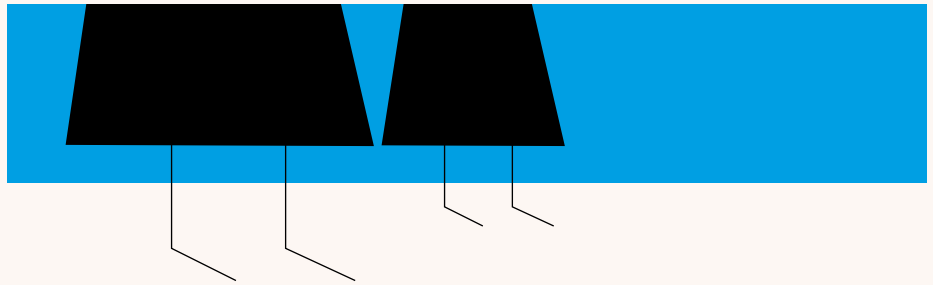
Mensch set the students a challenge to solve over the training sessions:

#### Iterate, iterate, iterate

The understanding that designs need to be continually revisited and improved

#### How might we design a greener commute?

This is a brief insight into what they did:



“

*Wrqp" hwtvjgt" tgłgevkqp." cm" qh" qwt" solutions were targeted at resolving the problems brought about by the qxgtcte jkp i"rtqđng o"ó"vjg"kp łgzkdkn-ity of his schedule. We thus realised that this was the larger issue at play jgtg"vjcv" yg" jcf"vq" tguqnxg" J gpeg." we had to re-work our solution and even go through the stages of Human-Centred Design (and stepping into his shoes) once again in order to rkprqkp"urgekŁecm{"vjg"kuuwgu"y jkej" would arise and disrupt his schedule and ameliorate the original solutions we had come up with.*

”

Group 11

## 2.

### Inspiration

This phase is about learning: who is our user group, what are their needs, what are their hopes, what is the context they are situated in? The inspiration phase is dominated by divergent thinking, which is about expanding ideas, looking outward and being open to new thoughts.

ronment. Since this was a training session, the students were asked to envision a user, for whom they would come up with a design solution. Students imagined their user, gave them attributes like age and gender, existing commute, and the 'needs' they faced when they commuted.

In a real situation, designers would conduct research into their user group and their envi-

# 3.

## Ideation

In the ideation phase, students started thinking about the potential solutions to their user's needs. They were invited to brainstorm as many ideas as possible. The rules: hold back

Students covered A1 sheets with post-its, marked with wild and wonderful design solutions.

After coming up with as many solutions as possible, students grouped their ideas into themes,

chose the design solution they wanted to take into the implementation phase. Mensch set criteria for the big decision. Design solutions had to be innovative, realistic and delightful.

# 5.

## Reflections

No design methodology is perfect. Human-Centred Design might encourage designers to forget other types of 'actors', like the environment. It might also be used to appease spe-

than respond to structural issues. A design solution for one group might be a problem for another. However, if we engage with divergent thinking early in the process, stay open to new ideas and the need to iterate, iterate, iterate, we might be able to mitigate these risks and design sustainable and inclusive solutions.

“

*As we were given the freedom to create, we were very passionate and was being really creative during the progress. The results turned out to be impressive! We had escalators that can transform into wider steps; Talkie Walkie that works with sticks to help the blind people; App that could keep track of friends to make sure they're safe; student-centric recycling scheme; headphones vending machines and calm carriages.*

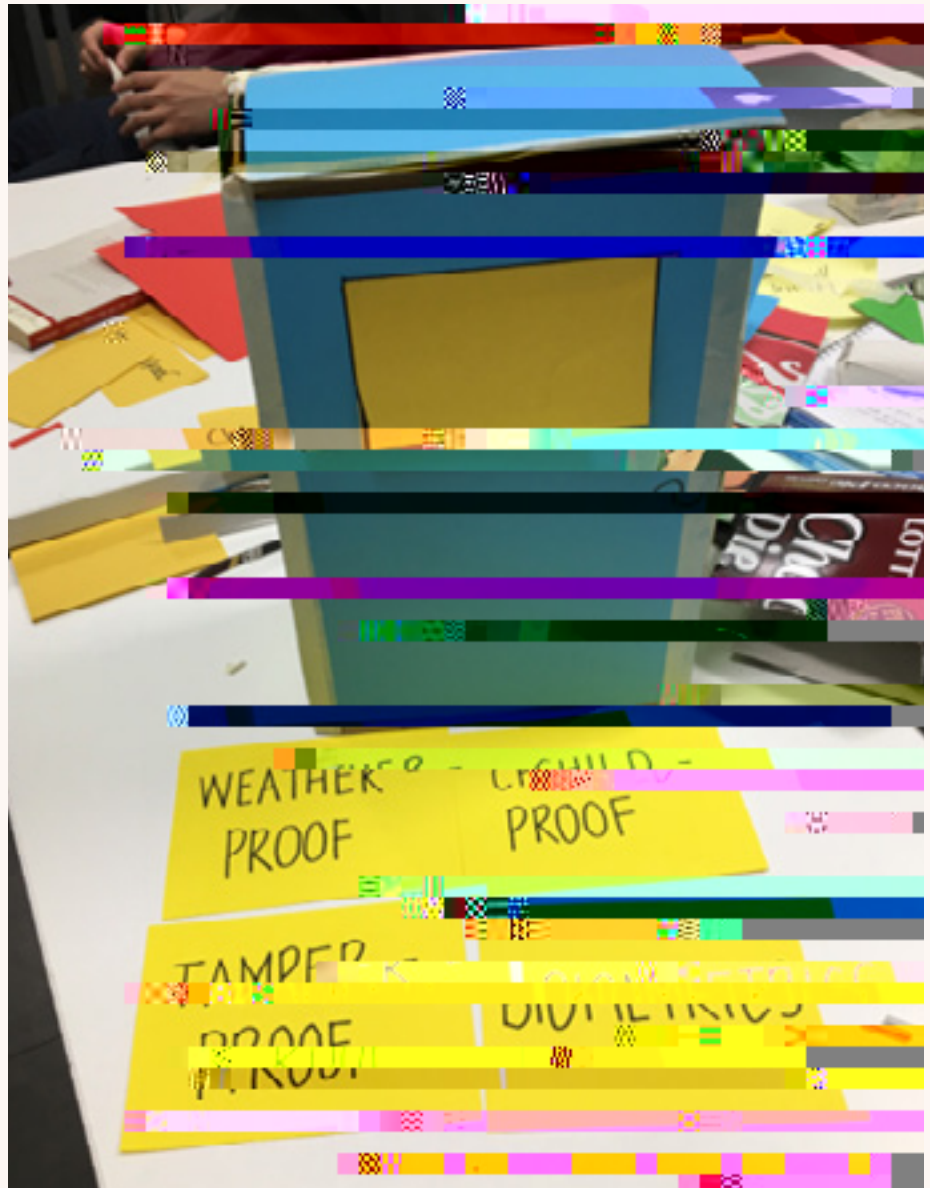
”

Group 10

# 4.

## Implementation

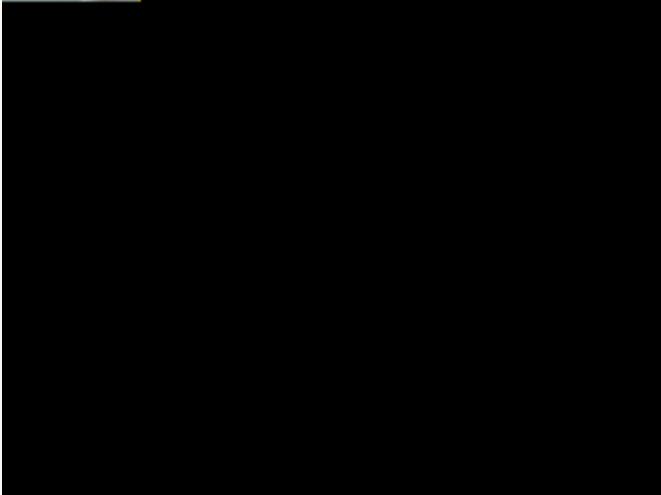
This phase is about focus: what is our solution, how would it work? Students storyboarded how their user would use their design solution. Having ironed out the kinks in their design, they made their ideas tangible. Post-its were replaced with silly putty, cardboard and pipe cleaners. Finally, students showcased their solutions to the rest of the (Un)Urban students.





# 5.

## Photos From the Workshop

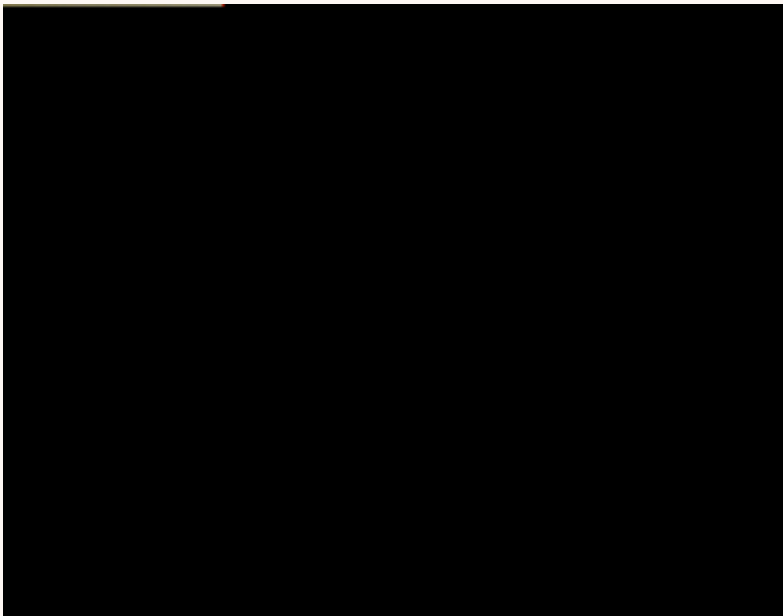
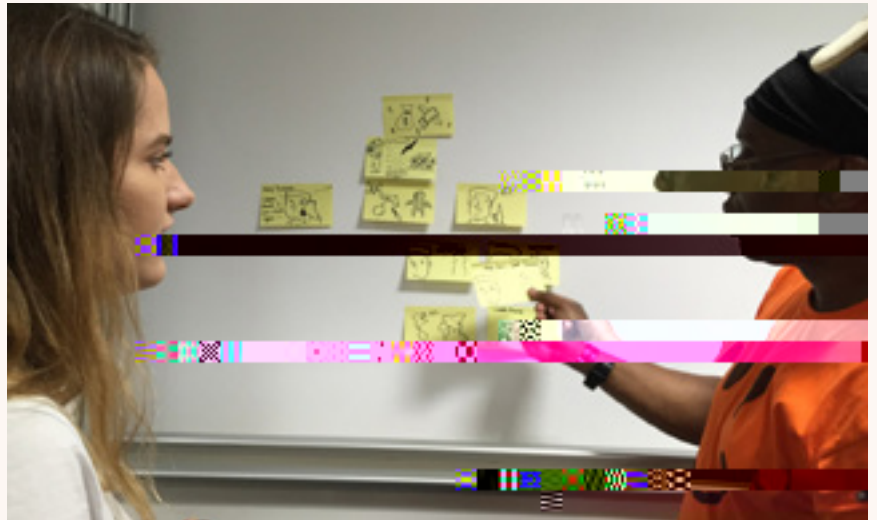


“

*Htqo "v jku"y j qng"gzrgtkgpeg."yg"j cxg" ngctpgf"vq"y qtm"kp" c" i tqwr."nkuvgp"vq" gcej" qvjgt."pqv" dg" uectgf" qh" eqo- kpi"wr" ykvj" õetc/{ö" kfgcu."fgxgnqr- ing solutions which are based on a concrete problem (Human-Centred Fgukip+."urgcmkpi"kp"rwdnke"cpf"rtg- ugppkpi"qwt" kfgc"vq" qvjgtu."fkhhgtgpv" methods of brainstorming and problem solving.*

”

Group 8





# BIG LOCAL HACKNEY

## The Wick Award – Making Hackney Wick Even Better

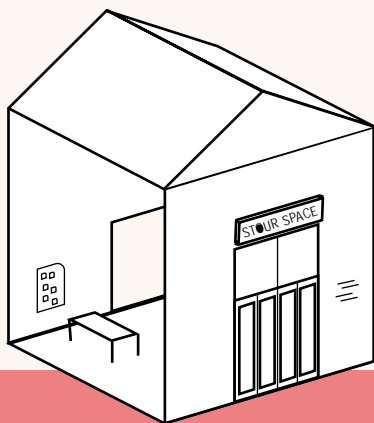
Wick award is a Big Local project funded by the National Lottery to support local initiatives and help local people grow good ideas.

WickAward is led by a partnership of local residents who talk to their neighbours in the ward, including people living on Gasgoyne, Herbert Butler, Trowbridge and Eastway Park estates,

tant issues for the area and make decisions on how to spend the money. Anyone living in Hackney Wick is welcome to join the Partnership.

key priorities;

- 1. Creating opportunities for young people
- 2. Promoting well-being for all
- 3. Building community connections



## Big Local Fund

Big Local is a ten year programme run by Local Trust to improve 150 local areas around England funded by the Big Lottery Fund. Each area receives about £1m for residents to use towards making a difference to their communities. The money can be used to make social investments or grants to fund projects in line with the priorities of the local community.

The aims of the Big Local programme is that;

- 1. Communities will be better able to identify local needs and take action in response to them
- 2. Communities will be better able to identify and respond to needs in the future
- 3. The community will make a difference to the needs it prioritises
- 4. People will feel that their area is an even better place to live

## CHALLENGE:

*How can Big Local Hackney Wick facilitate positive connections between long-established communities and residents moving into Hackney Wick?*

## Who are we?

We are UCL students from various departments, part of the (Un)Urban strand of the Global Citizenship Programme. We have chosen to tackle certain problems in the East London area alongside

took part in a week of lectures and workshops. Regarding the former, we heard from various ex-

## Challenges of Hackney Wick and our aims

## What has been tried and how we can improve it?

We have been made aware of an initiative called Economy of Hours, or ECHO. This is an online platform that enables people to donate their skills as well as hours of their time to other people who would need them, in exchange for credits. As they say, they do not operate in pounds and pence, but hours and credits.

We found this to be a great idea to help build a stronger sense of community, engage with various demographic groups as well as develop skills within the community. However, we found there are some areas for improvement in order to for this to suit the residents of Hackney Wick and make it truly work.

§ Local: the ECHO service is as far as we know, not popularly used in Hackney Wick. We would like to make something like this a local platform, so that the community in Hackney Wick would

internet or indeed not be aware of the existence of something like ECHO among the many things available online.

§ Safer: We perceived certain risks to be involved with an exchange in the existing form. For instance, people using the platform might not know each other beforehand, and they might meet in an unsafe manner or a place that could put certain people at risk.

## Our idea

We decided that the most effective way to tackle the problems that are spread across Hackney Wick is a skill-sharing community hub: The HW Community Sharing Hub. It would include a variety of activities where the diverse Hackney Wick residents could gather and share their knowledge, as well as their culture and skills.

**The main aspects we would like to include are the following:**

- HW Community Sharing Hub would be a safe, supervised space facilitating meetings and skills exchange: either in the form suggested by ECHO, or in the form of occasional workshops. People would be able to advertise the skills they are willing to share with the community on a skills notice-board, where they could also book workshops for the activities they are interested in.
- To further the idea of sharing, the hub would accommodate a mini-library space where people could donate books and tools to help the community in exchange for other books or tools they may
- There would be a study space with free, fast Wi-Fi and some meetings could also be held here, for instance career consulting or Q&A sessions with local people from different professions.

would operate in the hub, thus increasing opportunities. We would generally recruit local volunteers or employees for running the hub.

- As time goes on and the hub grows, other facilities may be added, such as a children's area, sports facilities or a games space. We could also involve the artists and create a space for them to exhibit their works and offer artistic consultation to locals.

## **I. Getting in touch**

Firstly, we would need to get in touch with Big Local and Wick Award. They could probably help us on the logistics and funding side, as well as maybe getting the community together.

## **II. Space**



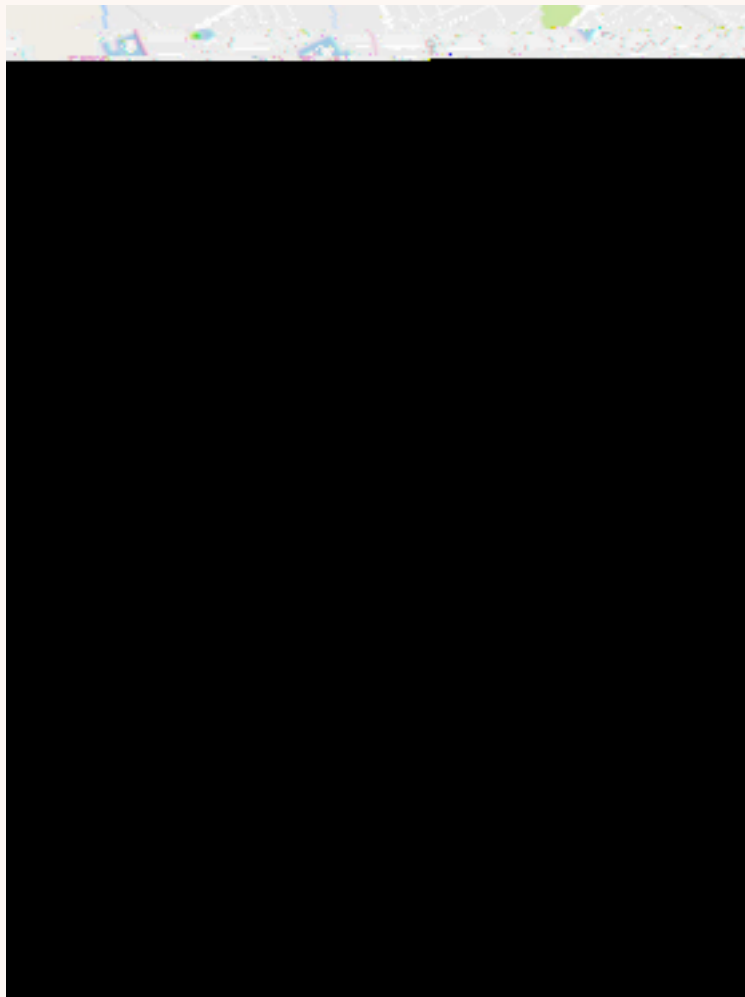


Among the various activities would be history, heritage, music and art classes. These represent an opportunity to fuse the artistic and historical side of Hackney, as well as to make older generation feel more involved. The centre would also provide swimming lessons so that parents are more willing to allow their children on to the water, and would share knowledge about navigating and maintaining the houseboats. Maintenance of the houseboats and the stations would create additional employment opportunities.

### Funding

The centre could either be crowd funded or receive funding from Big Local. Additional income could come from renting the boats for events such as weddings or from holding boat tours.

### Potential course that the boat will take



6]] '@WJ' <UW\_bYmK ]W\_#

# GROUP 5

## #GETINVOLVED

*We Do Loads in Hackney Wick*

Team Members: '5a m7 \Ubž6YbYX]\_hGfUbu\_ž8Uj ]XY'@-  
WUHY'žMI ]b: i ž: ]cbU'8UFWžCa Uf5!?'Ua ]' / '<i fgh<Y

Navigator: ' >cb'l fei ]X]: YffY]rU

Who are we?

Challenges of Hackney Wick and our aims

Our idea







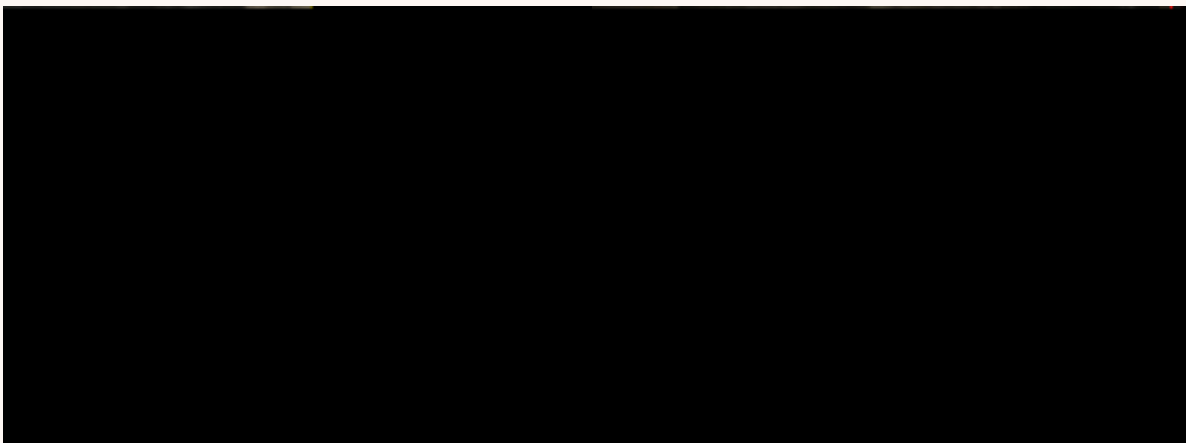
## Partnerships

The following diagram shows the potential stakeholders and collaborators which would be involved, alongside people that we would need to reach out to in order to kickstart this project.



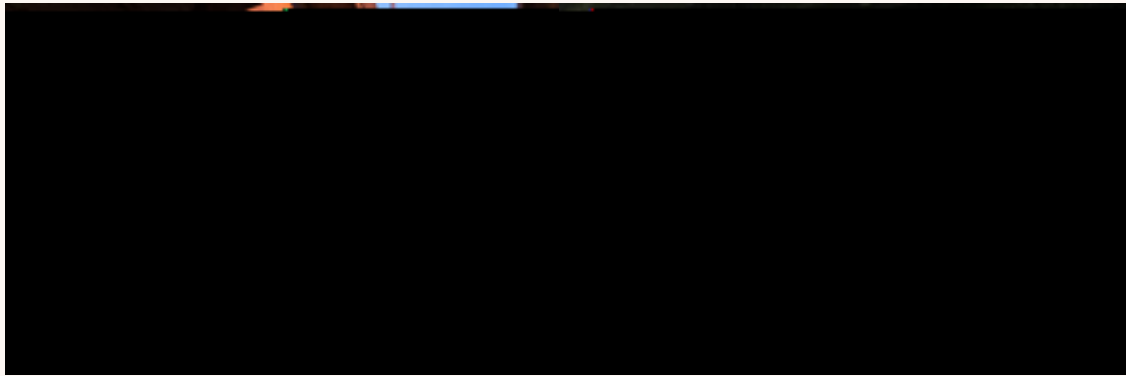
## Location

We tried to identify a potential area to showcase the project for the rest of the summer that was relatively accessible and which could provide a form of shelter in case of bad weather. After some



*The disused motorway undercroft of the A12 flyover.*

This space had previously been used for a project "Folly for a Flyover", which was converted into a temporary cinema and arts venue for 5 weeks in 2011.



*Folly for a Flyover project*

## References

<http://localtrust.org.uk/assets/downloads/plans/Big%20Local%20Plan%202014.pdf>

[https://www.kids-ontour.de/suche\\_Bauspielplatz\\_1.html](https://www.kids-ontour.de/suche_Bauspielplatz_1.html)

[https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=r-ja&uact=8&ved=0ahUKEwjEwYb\\_gK7UAhWNLVAKHX4pCh4QjhwIBQ&url=http%3A%2F%2Fwww.rp-online.de%2Fnrw%2Fstaedte%2Fmettmann%2Fspass-auf-dem-bauspielplatz-aid-1.913172&psig=AFQjCNGI8Eg4OOv9yJXfS\\_MmS1HDiZBOUA&ust=1497003166342026](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=r-ja&uact=8&ved=0ahUKEwjEwYb_gK7UAhWNLVAKHX4pCh4QjhwIBQ&url=http%3A%2F%2Fwww.rp-online.de%2Fnrw%2Fstaedte%2Fmettmann%2Fspass-auf-dem-bauspielplatz-aid-1.913172&psig=AFQjCNGI8Eg4OOv9yJXfS_MmS1HDiZBOUA&ust=1497003166342026)

[http://assemblestudio.co.uk/?page\\_id=5](http://assemblestudio.co.uk/?page_id=5)

# PUBLIC WORKS

## About the Wilderness Project

By starting a community garden the Wilderness Project facilitates the use and enjoyment of the large areas of green spaces on post war housing estates, encouraging residence to take ownership for their local area. A program of urban wildlife workshops create a discussion about the importance of nature within cities. Through the attraction of endangered species the project aims to decrease the speculative value of the land, making it more challenging for these estates to be developed. By creating a constituted gardening group the project enables the residents to protect their homes from development.

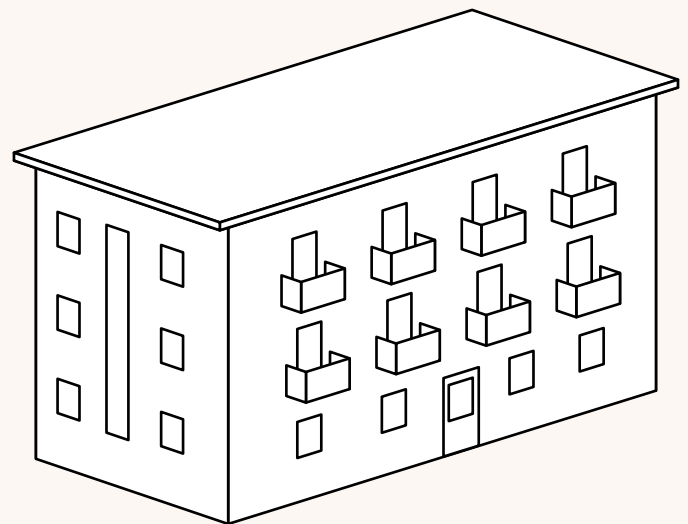
## Why?

Post-war housing is under threat. The recently published Savil report has re-classed post war

“complete London’s streets”, the report attacks the high-rise typology of these estate. The Wilderness Project aims to highlight the value of the large areas of green spaces within post war housing estates, by activating them through the creation of a community orchard.

## Our Resources

A group of residents from the estate support the project. We also work closely with the Roman Road Trust, who work on community projects within the area. Further to this we work closely with groups of London and nationwide charities who support green spaces within urban areas: London Wild Life Trust, Grow Wild, RSPB.



## CHALLENGE:

*How could digital media be used to support the Wilderness Project and have local agency? What tools can be used to improve local use of green spaces? What are the local networks of green space?*



Public Works//

We developed many ideas that ranged from potential prototypes (producing beehives) to being



# GROUP 14

## The Wilderness Project Social Media Campaign

Team Members: Ananya Samuel, Priya Kaur, Richard Partner,  
7 \cY`HYUžA UfjY`GWk Ufn\_cdZ̄>Ugcb`K i /`B]M̄Ug?cYX↑-  
ov

Navigator: Sophie Bush

### Introduction

We are group 14 of the Global Citizenship strand (Un)Urban: Designing for the green city. Our challenge-setter was public works, who focused us on their Wilderness Project. This project seeks to improve use of green space in the Roman Road area in Hackney, but also to protect the area

an estate, and particularly how social media can support the garden.

as being the lungs of the city. On a smaller scale the community garden development is a social space for a diverse group of people who will be able to use it to socialise, share recipes and relax. An important question explored in the lecture sessions was whether a city's development will put

well as attracting native bird species.

bers, its needs and to create adapted social media. Human-centred design involves the creation of personas who would be typical users of the orchard. Our group designed three personas: elderly residents, mothers with children who live in the estate and young leaseholders. This allowed us to brainstorm different ideas about what and how social media should be developed.

### Our Idea

We realised that the existing media (only one Facebook page) was not popular, although it was well designed. Thus we decided that we could expand on the garden's online presence by creating

further reach for the project. We created a hashtag #BCCOrchard which connects the different platforms and acts as a sign or logo for the garden. We think that we created interesting digital platforms that will further encourage the community to engage with the garden. For example the vegetable patch is represented through the online monthly recipes which will include the seasonal vegetables available in the garden. Another section is the Bird of The Month feature which highlights the wildlife conservation aspect of the Wilderness Project. This will also promote inclusion of the local people, as bird types can be spotted and recorded, increasing interaction with the respective section on the website.



# GROUP 7

## Online & Offline Strategy for the Wilderness Project

Team Members: 9a Jm<c\ž@hU? Ufa UbbUmžFUZY`<i bh Stokes, Eliana Johnson-Leighton, Pang Leungsuwan / GUhU'Di hU

Navigator: Sarah Wilson

### Challenges of the Wilderness Project and Our aims

Our initiatives are focused on targeting three population groups: mothers, young people living alone, and the elderly. Using human-centred design, we devised strategies to:

- Create virtual archive to record nature within the estate.
- Build large scale neighbourhood network of green spaces.
- To capture the attention of these three target populations and motivate them to take part in the project.

### Our Ideas

## 1. WEBSITE

Content//

#### a. Homepage

The homepage is presented to have a simple interface with key information about what we do, Tabs to other pages and a link to our social media account are visible when people view our website. To clearly show the audience what we do, we have chosen to use (a) Mission statement, (b) Video and Photograph of our activity and (c) Key words that describe the wilderness project. We drew this inspiration from: <https://www.ediblegardencity.com/>.

#### b. Interactive map

The interactive map which can be used to view different species that could be found in the area

#### c. Donation/Volunteering page

cially

#### d. Forum

The forum will be open for community to discuss about various issues and anything that is related to or not related to the wilderness project.

#### e. Blog

The blog will be used to share latest updates of the project. It will be written by a volunteer within the estate and the organiser/project manager.

#### f. Gallery

The gallery page will contain all the pictures and videos uploaded across different social media platforms that are using our hashtags or tagging our page in the picture.

#### g. Linked Social Media Accounts

We recognise that social media is the most effective way to engage with our audience, therefore our website will be linked to all of our social media accounts (e.g. Facebook, Twitter, Instagram & Snapchat).

Even though the main challenge is to connect and engage with the wider audience to participate in

c. NatureGO

- **What?** Similar with birdwatching; walking around the neighbourhood and recording natural species around the area (through the wildernessmap webpage/leave mark at the
- Attracting family with young children to help archive nature records in the neighbourhood.

magnetic interactive board.

d. Other ideas: Temporary garden pet, yoga class for elderly

## 2. REACH

Now, after we have activities that would attract the different age groups, we need to think about how we could reach out and ensure that the expected audience will join in our activity.

### Why?

- There are some possible restrictions for some of the target audience, especially with elderly people being able to access the information online (social media/website).

### How?

- Using all possible ways to reach the targeted audience (face-to-face interaction, poster and on-line marketing).
- Collaborate with other organisations that already have a big audience to promote event (e.g. Roman Road Trust and other organisations that share same believe/purpose).

### What?

a. Bulletin Board

allows residents to add any sightings of new species to the map using magnets and to note down its description in a logbook.

- The board will be in the estate or outside of the public works hub.
- Additionally, the bulletin board consists of gardening calendar, featured photographs,

b. Collaborate with local shops, library and other places where our target audience can be mostly



### 3. COMMUNICATE

Once all the expected groups of people come together for the event, we should communicate two things:

- (a) Purpose of the project
- (b) How to further participate in the wilderness project

These two areas of information are as important as the activity itself, as it would be the determinant as to whether the participants share the same purpose and are willing to contribute more to the project.

### 4. CONNECT VIA SOCIAL MEDIA

When all people are gathered in one place and already understand the whole purpose of the project, this is the chance to follow up that connection through social media. Information about our event or through other incentives (e.g. free food sample after follow instagram and facebook).

different social media channels.

#### Why?

Social Media serves as a complement to the website. Its main objective is to provide an easily-accessible media for local residents to help track endangered species in the area which is one of the objectives of the Wilderness Project. Besides the geo-locate interactive map on the website, residents can also upload photos of any species spotted in the area on three main social media platforms with #OldFordOrchard. The accounts 'OldFordOrchard' on these three platforms will serve as a channel to publicise events or provide updates for the residents.

#### What?

#### Twitter and Instagram

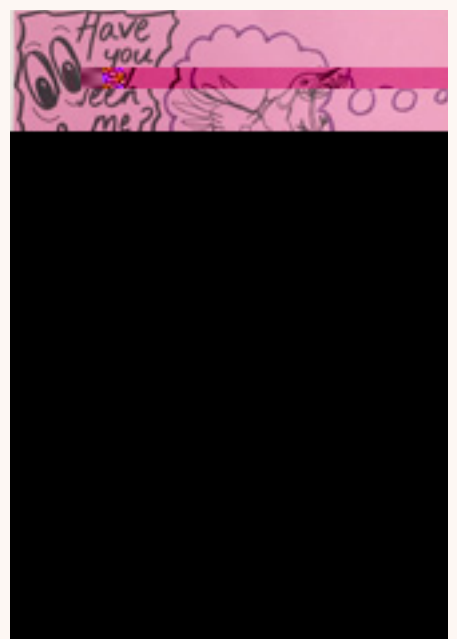
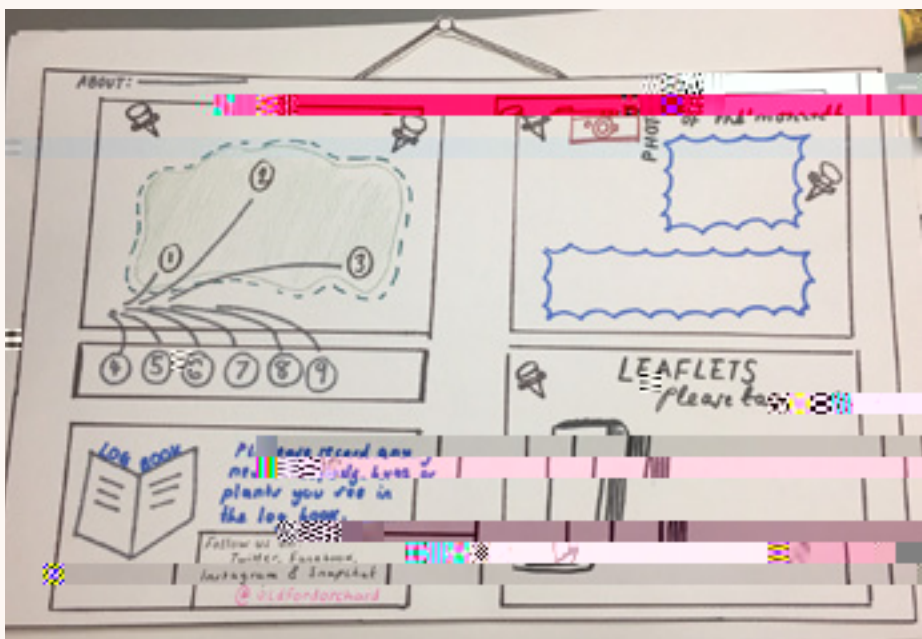
Twitter and Instagram live updates will be on the homepage of the website so tech-savvy residents are informed about these channels and follow them. All the photos uploaded on social media will eventually be archived onto the website. Not only will there be photos of plants, animals and insects that will be uploaded, there will also be pictures of communal events uploaded on Facebook and linked to the website, so as to show what kind of activities the community organise and which may attract more donations.

#### Snapchat

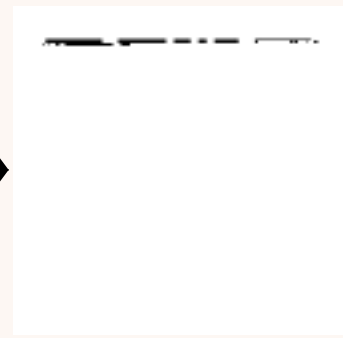
with common templates across many green-space partner communities to build the sense of solidarity, yet with different names for each garden. Moreover, there could be a community story feature where other users can upload 'snapchat story' onto the same platform, this may be considered during a big event as it would incur a cost.

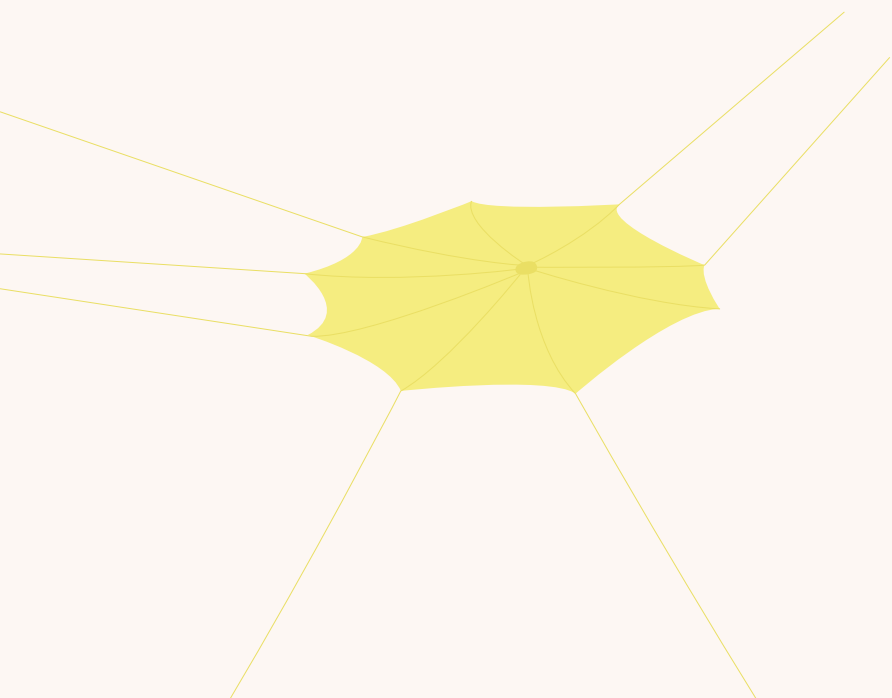
#### Further

All photos uploaded will automatically be considered in mini competitions; for example weekly or



VIEW OUR FULL SLIDES HERE  
<http://bit.ly/2uw-Wpyw>  
 OR  
 SCAN HERE





Gasworks Dock Partnership//

# GROUP 3 & 4

## Cody Dock Mini Boat Workshop

Team Members: G\U\nUjV`8i ffUbž DUhf]W`  
<U a Ubbgž GUfU\`5Vi `6U\_Ufž F Ua ]7\U-  
\]bYž@ci ]gY`7 fcgg`Ynž< Ubg\i ]7 Ucž8i c`]i b`  
Danier, Nikita Glass, Ruvimbo Mukada, Ammar  
G\UeYY`ž: Uf\UbU`F cgc`ž; fUMW`; i Ub/`>]Ub[-  
nan Liao

Navigator: Anthony Palmer

### Applying the human-centred design method

*Discovery and interviewing*

Aims

Our idea

Stages of implementing our idea

## Benefits of our solution

pacts of this project to everyone connected with the workshop.

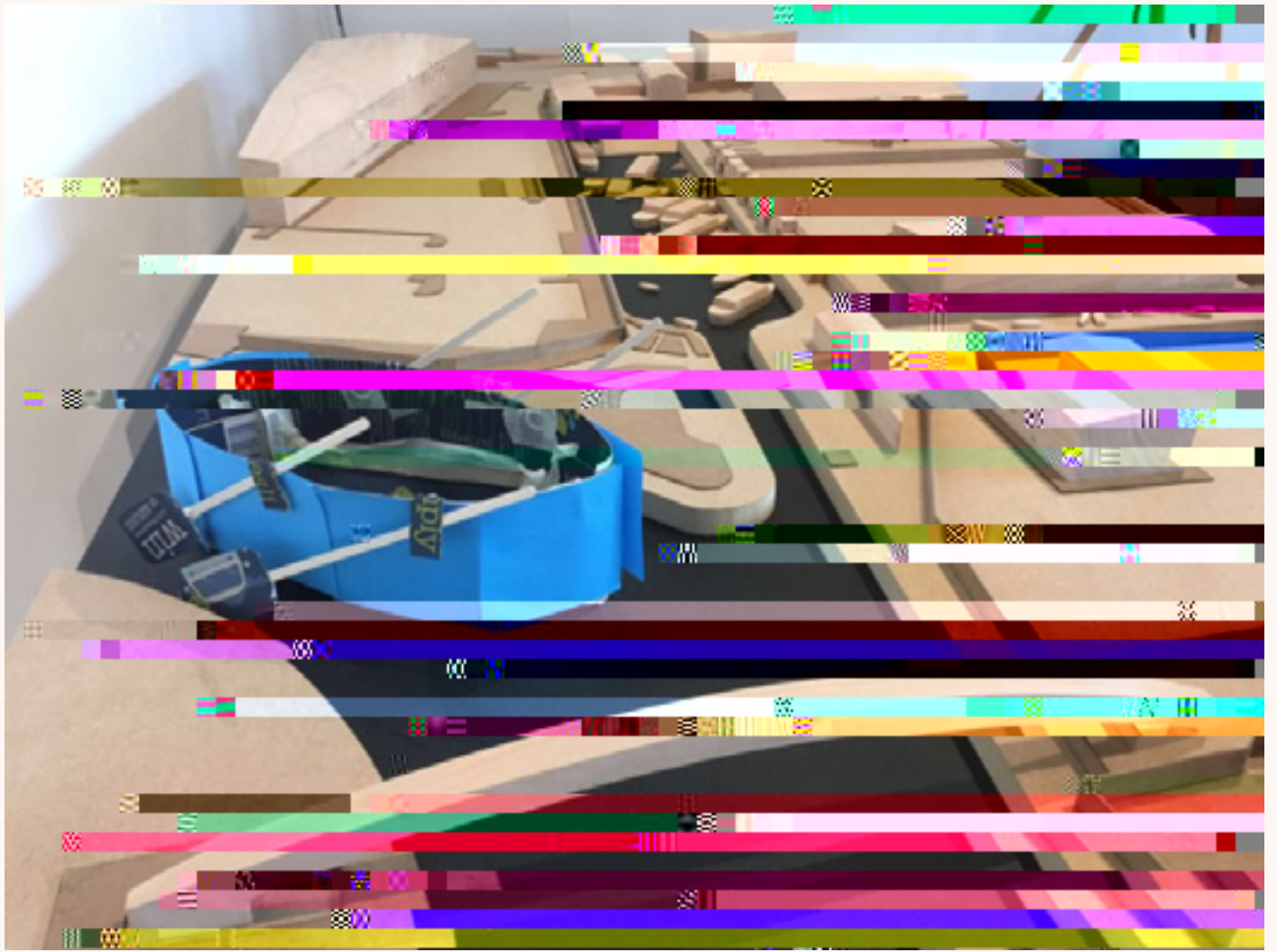
1. UCL - Exposure to the non-academic communities, integration with East London communities (UCL East), increase students' practical skills in designing and fabricating templates.
2. School children - Increase knowledge about boats and rowing, increase practical skills through the hands-on approach, interact with local communities, encourage healthy sportsmanship through races and challenges.
3. Cody Dock - Increase exposure to the public, makes use of the unique access to river, integrate local communities into Cody Dock, gain networking opportunities.
4. British Rowing - Increase exposure to rowing and water sports to young children, possible chance of scouting young talent.

## Further ideas

Looking at this project as a permanent installation in Cody Dock that can be further developed in the future, we came up with some suggestions to make it a more attractive and more sustainable solution for Cody Dock:

1. Having themed events such as the Vikings vs. the Danes or Pirates.
2. Installing a "Hall of Fame" of the annual boat race winners and giving out a trophy.
3. Different challenges can be set up such as "The Most Creatively Decorated Boat", "The Best Self-Righting Boat" and naturally, "The Fastest Boat".
4. Schools that have participated in the project are able to come down to Cody Dock with their boats and use the river at their own leisure, possibly through the schools' relevant Schools th





# GROUP 6

## Cody Dock Plan

Team Members: 5`Ub`@zNUfU`<i ggY]bžB]bU': UVg]\_cj Už  
A ]WXUY`C [ ]j nžB]Mč`Bc[ fUX]/`@ bU`<i

Navigator: `>cb`l fei ]X]: YffY]fU

### Challenges of Cody Dock and our aims

Cody Dock is blossoming, well-supported and a managed charity with a dedicated group of managers who possess extensive theoretical and practical knowledge of wildlife, upcycling, sustainable living, boat-living and waste management. The charity has large outdoor and indoor apaces, **Among desires of Cody**

Dock is:

- Expansion of the charity, reaching beyond Cody itself and encouraging the way of life promoted
- Cultivating community spirit in the Docklands area
- Utilisation of the River Lea

Preferences of families in the area are:

- Enhancing community spirit
- Fun/educational space for children
- Leisure/relaxation/entertainment in the area

and strengthening of the local community. We do not want to go against the Dock's 10-year plan, but wish to add to it with new approaches to their projects and new ideas to develop in conjunction with them. We came up with several ideas to get us closer to our goal.

### Our ideas

#### 1) Boat Tours

This area of London has one of the lowest engagement rates in arts, culture and community spirit and we would like to change that. Cody Docks is already renovating a boat, called the River Princess, with the purpose of using it for river tours. We thought we could develop the idea and turn

and insects, living on the boat or the history of Cody Docks. The tours could be booked by groups, including school groups and the general public.

#### 2) Educational classes / summer programmes / craft workshops (green design)

Cody Dock could establish a long term relationships with local schools in order to integrate an after school outdoor curriculum. This could include diverse competitions, for example an annual uncon-



#### 4) Advertisement (Nicol)

Many people don't know about the place. In order to expand, Cody Dock needs an information sign your own boat"), summer camps and volunteering, after-school programmes or "Root Camp" sessions (where people can come and talk about their food). Cody Dock should also consider refreshing its online site/ blog with a more appealing design.

#### Storyboard

# GROUP 15 & 16

## Cody Dock School Partnership

Team Members: Navya Nishith Sharan, Signe Williams, Liani Baglietto, Alejandro Been Martens, James Todd, 7 \Uff) Gi \_gUg]dž a fUb`A UbbUž@]Ub`H ž5YI`?Y`gYnž J]Wc f]U`@VY[i Y/`BcbdUk ]h`D\cca UbbUžYY

Navigator: Rosie Gerrard-Wright

### Our idea

Having conducted research in Star Lane - the nearest DLR station - it was apparent that we needed to have a focus on youth engagement. We found that most people thought that it would be good to develop something for local children, who were lacking recreation facilities within the area. However, few of our respondents were aware of the Cody Docks site. We believe that the best way to achieve this is through a partnership with local schools, which will focus on water sports as the main attractor, whilst also incorporating elements of education and craftsmanship.

This partnership will run many programmes such as PE lessons, after school clubs, summer camps and more. Primarily, these programmes will allow young people to participate in various water sport activities, including kayaking, gigging, canoeing and rowing as well as other water-based activities, such as raft building. In addition to water sports programmes, this partnership will educate young people about Cody Dock's surrounding ecology and conservation practices, as well as teaching young people about the area's industrial history. Lastly, there will be workshops on craftsmanship and boat maintenance/building, which will take place in the dry dock that is being built, as mentioned in the master plan.

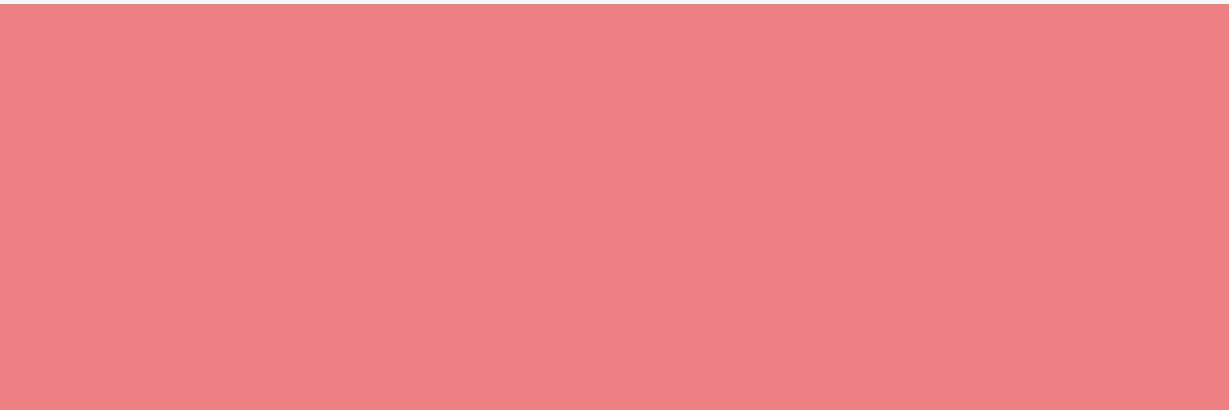
Another key issue that emerged from our discovery-phase interviews was that Star Lane lacked social areas for parents. The park opposite the primary school provided some green space, but cars to avoid the elements whilst waiting for their children. The construction of a sheltered area in to Star Primary school.

The proposed plan can be easily integrated with Cody Dock's existing master plan, which already includes acquiring kayaks and canoes for watersports, and building a dry dock for revenue gener- the Dock by word of mouth.

Marketing Cody Dock would involve re-branding it. Potential ways to do this could be by introducing a mascot. We came up with the Cody Duck, which would appeal to the target audiences (children and families). CEO and founder of Cody Dock, Simon, would be the face of the enterprise. He would go to schools and lead information sessions and workshops. Taster events and large-scale school events could be organised and students would be invited to attend and participate. A 'Name the Duck' competition could be held to mark the launch of the mascot. Finally, the rebranded logo with the mascot could be publicised on social media sites to improve the social media presence of

5Vci hñ\Y'7\U`Yb[ Y'GYñYf##

# BROMLEY BY BOW CENTRE



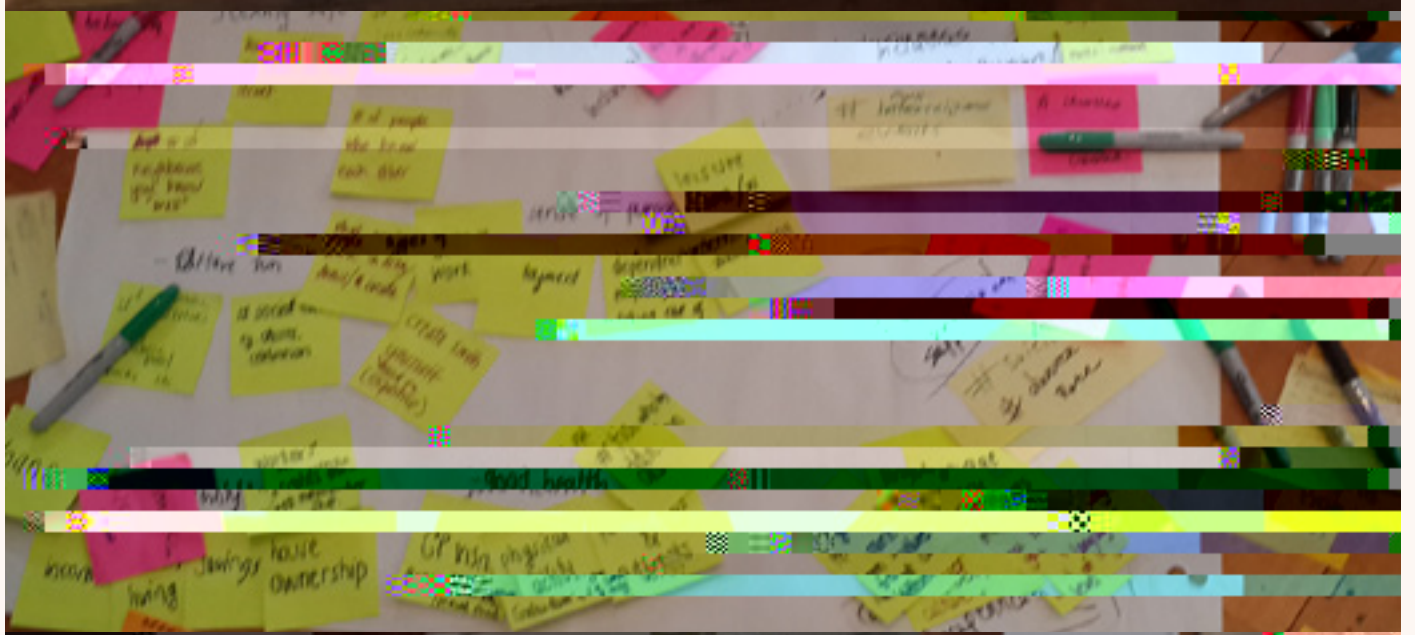
6fca `YmVm6ck `7YbfY##

# GROUP 9 & 10

Measuring impact through play: HuMap  
and Mood Gems

Bromley by Bow Centre is a health facility in East London, formed in a GP practice attached to a

## 1) HuMap-Human Mapping



## About Institute of Global Prosperity

The Institute for Global Prosperity's mission is to transform how we make decisions, the kinds of evidence and reasoning on which our decisions are based, and the tools we have at our disposal.

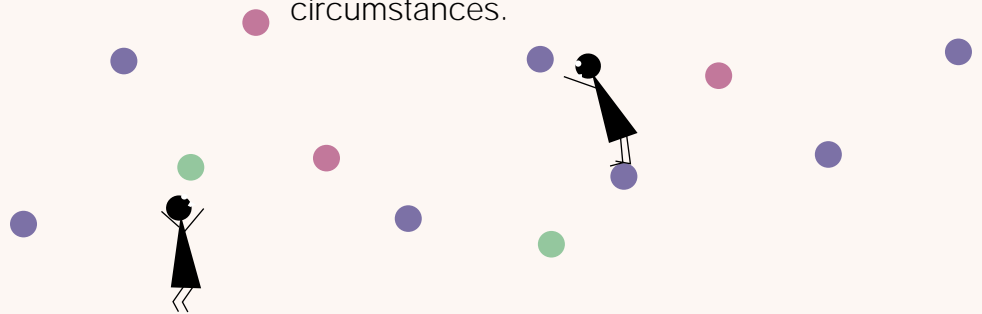
Our work sets out to build new partnerships and generate new ideas to make prosperity happen for communities around the globe. Our innovative mixed methods draw together cutting edge academic thinking from a range of disciplines with social and technical innovation to improve our evidence, reasoning and decision-making about how to build a globally prosperous future. With these insights, we work with communities and a range of partners to challenge assumptions, reframe questions and develop new approaches.

## About the Sensory Notation Toolkit

IGP has developed a Sensory Notation Toolkit, a simple, mainly graphic research tool to enable people to systematically record how they feel about the places they visit.

### Why?

How people experience green spaces depends on a variety of personal, cultural and environmental factors - from weather conditions and time of day, to who else is using the space, reasons for visiting - as well as the character and quality of the spaces themselves. This makes it challenging to systematically record and assess how urban green spaces make people feel and to understand the relationships between dynamic environmental, social and psychological circumstances.



*Help us to test and refine the Toolkit so we can launch an innovative new research tool. This challenge has two parts:*

- 1. Use the Sensory Notation Toolkit to record how you feel about green spaces in the Olympic Park.*
- 2. To help IGP refine the Sensory Notation Toolkit by giving*

I 7@eghñi H'Zf; `cVU`DfcgdYf]m##

# GROUP 8 & 12

(Un)Urban: Sensory Notation Toolkit





Thank you to all of the people who  
k cf\_YX'cb'UbX'gi ddcffYX'fil bH f-